

F/P

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO: 262781

1. THE NAME OF THE CANDIDATE IS: Barack Obama
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President of the US In  
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Obama For America
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Martin Nesbitt
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Katie Keuleman  
Name  
3050 K St NW Wash DC 20007  
Address  
202 338-8700  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:  
Martin Nesbitt - Treasurer  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Federal  
President

\* The Treasurer is often the only top officer of a Candidate Committee;



WPLG

# ORDER

Print Date 10/22/12 Page 1 of 2

Flight Dates 10/23/12-10/29/12

Contract / Revision 262781 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser Pol/B Obama/Pres/D

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product  
OBAMA SCHED A

Agency Com 15%

Billing Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2175

Alt Order # 06388735

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Order Share 26% Market Value 109615

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	31%	33980
WPXM	%	0
WSVN	25%	27403
WTVJ	18%	19730

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$21,930.00	\$25,800.00	0.00	10/01/12	10/28/12	11	\$21,930.00	\$25,800.00
November 2012	2	\$2,295.00	\$2,700.00	0.00	10/29/12	10/29/12	2	\$2,295.00	\$2,700.00
Totals	13	\$24,225.00	\$28,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	10/23/12	10/29/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MTWTF--	1:00	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2				\$5,000.00		0.00			
E 2	WPLG	10/23/12	10/29/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	MTWTF--	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2				\$1,200.00		0.00			
E 3	WPLG	10/23/12	10/29/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	MTWTF--	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2				\$1,500.00		0.00			
E 4	WPLG	10/23/12	10/29/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	MTWTF--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		1				\$1,500.00		0.00			



WPLG

Print Date: 10/22/12

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Contract / Revision **262781** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Pol/B Obama/Pres/D**

Product **OBAMA SCHED A**

Estimate # **2175**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 5	WPLG	10/23/12	10/29/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	MTWTF--	1:00	2	\$2,000.00	P-2	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	2		\$2,000.00		0.00					
E 6	WPLG	10/28/12	10/28/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (10:00 AM-10:30 AM)	-----1	1:00	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$1,200.00		0.00					
E 7	WPLG	10/28/12	10/28/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:35 PM)	-----1	1:00	1	\$3,200.00	P-2	0.00 NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$3,200.00		0.00					
E 8	WPLG	10/28/12	10/28/12	Su GMA Su GMA	CM	8-9am	-----1	1:00	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$2,000.00		0.00					
E 9	WPLG	10/28/12	10/28/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (9:00 AM-9:30 AM)	-----1	1:00	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$1,200.00		0.00					
													Totals	13 \$28,500.00